



WJLA
1100 Wilson Blvd, 6th Floor
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

American Rambler Production
138 Conant Street
Beverly, MA 01915

Contract # 198026

Schedule Dates 10/06/12-10/09/12
Advertiser Romney/P/R (15707)
Agency American Rambler Production (5128)
Product Political-Political (1088)
Brand Romney for President (67445)
Salesperson Petro, Susan (1110)
Sales Office WJLA - Core Team
Buyer Name Kincaid, Stephanie
Phone/Fax (202) 567-6193 /
CPE ROMNEY/US PRESIDENT /ADD 10/6-10/9/12
Account Types Local/Political Candidate Agency
Billing Type Standard
Comments

Date Entered 10/05/12
Last Modified 10/05/12
Entered By Susan Petro
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$7,170.00
Net Total \$40,630.00
Sales Tax

WJLA Arlington (WJLA)
By Broadcast Month
Oct. 2012
Grand Total:
Spots 19
Rate \$47,800.00
\$47,800.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / COLLEGE FOOTBALL	10/06/12-10/06/12	4	:30	7:57P-SPORTS-ABC SATURDAY NIGHT FOOTBALL SHOWCASE							2		2	\$2,400.00	\$4,800.00	WJLA Arlington (WJLA)		10/5/12
2.0	Normal Line / SPOT	10/07/12-10/07/12	4	:30	9:30A- WASHINGTON BUSINESS REPORT								2	2	\$1,200.00	\$2,400.00	WJLA Arlington (WJLA)		10/5/12
3.0	Normal Line / SPOT	10/08/12-10/09/12	3	:30	4:58A- NEWS-GOOD MORNING WASHINGTON @5A		1	1						2	\$700.00	\$1,400.00	WJLA Arlington (WJLA)		10/5/12
4.0	Normal Line / SPOT	10/08/12-10/09/12	3	:30	6A- NEWS-GOOD MORNING WASHINGTON @6A		1	1						2	\$1,400.00	\$2,800.00	WJLA Arlington (WJLA)		10/5/12
5.0	Normal Line / SPOT	10/08/12-10/09/12	3	:30	10:58A- ABC-THE VIEW		1	1						2	\$2,500.00	\$5,000.00	WJLA Arlington (WJLA)		10/5/12
6.0	Normal Line / SPOT	10/08/12-10/09/12	3	:30	4:58P- NEWS-ABC 7 NEWS @ 5P		1	1						2	\$2,000.00	\$4,000.00	WJLA Arlington (WJLA)		10/5/12
7.0	Normal Line / SPOT	10/08/12-10/09/12	3	:30	4:30A- NEWS-GOOD MORNING WASHINGTON @430A		1	1						2	\$200.00	\$400.00	WJLA Arlington (WJLA)		10/5/12
8.0	Normal Line / SPOT	10/09/12-10/09/12	4	:30	7:57P- ABC-DANCING WITH THE STARS			2						2	\$8,000.00	\$16,000.00	WJLA Arlington (WJLA)		10/5/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

We warrant that the information shown on this invoice was taken from the official program log. Terms & Conditions for ad sales and paid programming are reflected on our website at www.wjla.com and are incorporated by reference in their entirety.



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9.0	Normal Line / SPOT	10/09/12-10/09/12	3	:30	6:58P-ABC 7 NEWS SPECIAL			1						1	\$3,000.00	\$3,000.00	WJLA Arlington (WJLA)		10/5/12
10.0	Normal Line / SPOT	10/08/12-10/09/12	4	:30	6:27P-7P (EST)		1	1						2	\$4,000.00	\$8,000.00	WJLA Arlington (WJLA)		10/5/12

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WJLA Washington

ROMNEY/P/R - add to Est 483

Author: Susan Petro

Proposal ID: 10657
 Schedule Date: 10/06/2012 - 10/09/2012
 Advertiser: ROMNEY/P/R
 Product: Political-Political
 Agency: AMERICAN RAMBLER PRODUCTION
 Spot Length(s): :30
 Market: Washington, DC (Hagrstwn) [8]

Acct. Exec: Susan Petro
 Phone #: 703-236-9606
 Email: spetro@wjla.com
 Web Site: www.wjla.com

Flight Dates: 10/06/2012-10/09/2012

Program Time	SpotLength(s)	OC 6	OC 8	DMA P35+ RTG	W k s	Rate Spots
WJLA						
GM WASHINGTON 5A-6A	:30	--	✓	p0.7	1	\$700.00
GRPs/Impressions				1.4		2
CPP/CPM				\$1,000.00		1,400
Mo-Fr 5:00a-6:00a				Run Dates: 09/27/2008-12/31/2036		
GM WASHINGTON 6A-7A	:30	--	2	p1.1	1	\$1,400.00
GRPs/Impressions				2.2		2
CPP/CPM				\$1,272.73		2,800
Mo-Fr 6:00a-7:00a				Run Dates: 09/27/2008-12/31/2036		
THE VIEW	:30	--	2	p1.8	1	\$2,500.00
GRPs/Impressions				3.6		2
CPP/CPM				\$1,388.89		6,000
Mo-Fr 11:00a-12:00p				Run Dates: 09/27/2008-12/31/2036		
NEWS 7 @ 5	:30	--	2	p1.9	1	\$2,000.00
GRPs/Impressions				3.8		2
CPP/CPM				\$1,052.63		4,000
Mo-Fr 5:00p-6:00p				Run Dates: 09/27/2008-12/31/2036		
WORLD NEWS ADJ	:30	--	2	2.7	1	\$4,000.00
GRPs/Impressions				5.4		2
CPP/CPM				\$1,481.48		8,000
Mo-Fr 6:27p-6:30p				Run Dates: 09/16/2009-12/31/2036		
JIMMY KIMMEL	:30	--	1	p0.9	1	\$700.00
GRPs/Impressions				0.9		1
CPP/CPM				\$777.78		
Mo-Fr 12:05a-1:05a				Run Dates: 09/27/2008-01/07/2013		
GM WASHINGTON 430A-5A	:30	--	2	p0.6	1	\$200.00
GRPs/Impressions				1.2		2
CPP/CPM				\$333.33		400
Mo-Fr 4:30a-5:00a				Run Dates: 09/03/2010-12/31/2036		
ABC 7 Battleground VA	:30	--	1	*4.0	1	\$3,000.00
GRPs/Impressions				4		1
CPP/CPM				\$750.00		2,000
Tue 7:00p-7:30p				Run Dates: 10/09/2012-10/09/2012		
DANCING RESULTS	:30	--	2	p7.6	1	\$8,000.00
GRPs/Impressions				15.2		2
CPP/CPM				\$1,052.63		10,000
Tue 8:00p-9:00p				Run Dates: 10/09/2012-12/31/2036		
SATURDAY NIGHT COLLEGE FTBL	:30	2	--	p2.1	1	\$2,400.00
GRPs/Impressions				4.2		2
CPP/CPM				\$1,142.86		4,800
Sat 8:00p-11:30p				Run Dates: 09/01/2012-11/24/2012		
Washington Business Report	:30	2	--	p0.2	1	\$1,200.00
GRPs/Impressions				0.4		2
CPP/CPM				\$6,000.00		2,400
Sun 9:30a-10:00a				Run Dates: 01/16/2011-12/31/2036		
ONCE UPON A TIME	:30	1	--	p4.9	1	\$20,000.00
GRPs/Impressions				4.9		1
CPP/CPM				\$4,081.63		
Sun 8:00p-9:00p				Run Dates: 10/23/2011-12/31/2036		



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Acct. Exec: Susan Petro
 Phone #: 703-236-9606
 Email: spetro@wjla.com
 Web Site: www.wjla.com

Flight Dates: 10/06/2012-10/09/2012

Program Time	SpotLength(s)	OC 6	OC 8	DMA P35+ RTG	W k s	Rate Spots
WJLA						
666 PARK AVENUE	:30	1	--	p4.3	1	\$6,500.00
GRPs/Impressions				4.3		1
CPP/CPM				\$1,511.63		
Sun 10:00p-11:00p				Run Dates: 09/30/2012-12/31/2036		
WJLA Totals		6	16			\$75,000.00
				GRP/(000)		Spts: 22
				CPP/CPM:		
				Reach:		
				Frequency:		
SubTotal	Agency Commission @ 15%			\$11,250.00		

Approved by: _____

Handwritten: 47,800

Agency Commission @ 15%	\$11,250.00	Approved by: _____
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